



SOCIAL MEDIA PLAYBOOK

RAIL GRADE CROSSING

2021



How to Use This Playbook

This document is a social media playbook for the 2021 Rail Grade Crossing campaign. It includes specific content and assets, along with instructions, to address drivers and inform them to always exercise caution at rail grade crossings. The content in this playbook is designed for easy posting and seamless integration into your current social media strategy. Your efforts throughout the year may help save lives.

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Campaign Overview

Campaign Summary

In 2019, there were 1,671 motor vehicle collisions at public rail grade crossings, which resulted in 129 fatalities and 657 injuries. In 2019, there were 660 motor vehicle collisions at rail transit train crossings, resulting in 9 fatalities and 197 injuries. These injuries and deaths are completely preventable. By practicing vigilance around rail grade crossings, drivers help keep themselves, passengers and other motorists safe. It's easy for drivers to forget that even in an emergency, a light rail train requires about 600 feet—the length of two football fields—to stop. Furthermore, an average-length freight train traveling at 55 miles an hour may take the length of 18 football fields to stop.

The goal of the *Stop. Trains Can't.* campaign is to remind drivers of the precautions they can take and encourage safety around rail grade crossings. Drivers should always obey signs, slow down, look both ways down the track and listen before crossing.

Objectives

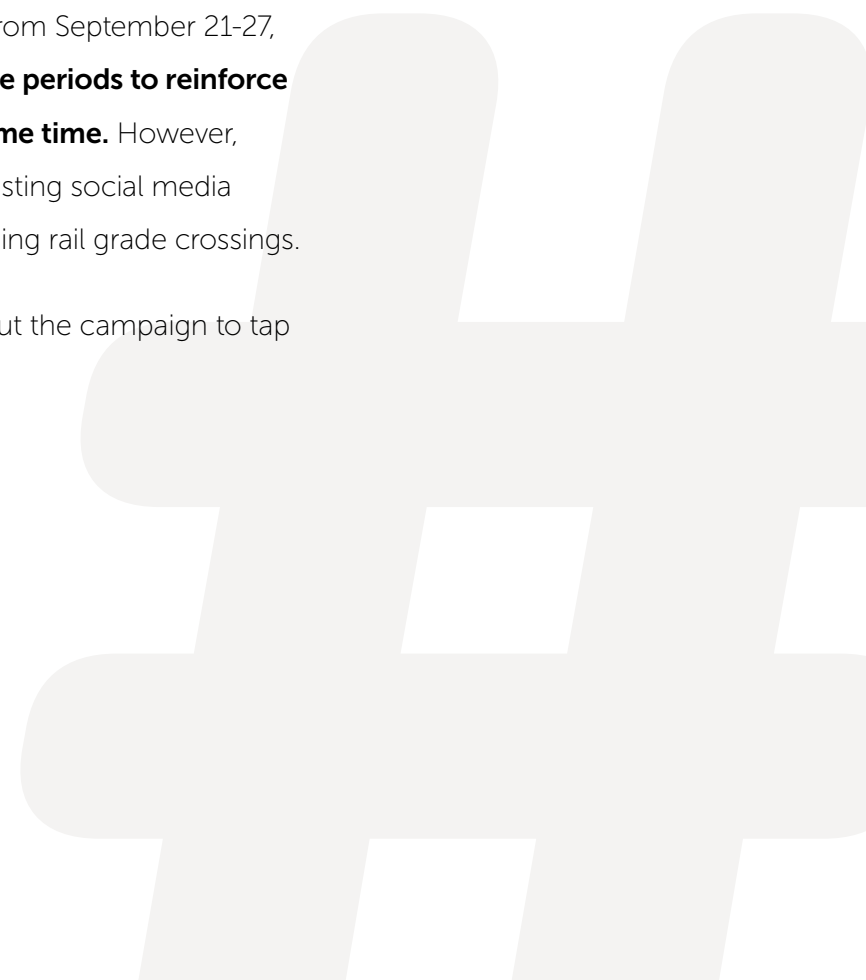
- Motivate drivers to exercise caution around rail grade crossings
- Promote awareness of the risks of not being alert near crossings
- Encourage drivers to be conscientious and informed about the proper way to cross at rail grade crossings

Posting Strategy

The Stop. Trains Can't. campaign will run in two flights—the first flight beginning Monday, March 22, through Monday, April 12, 2021, and the second flight beginning Monday, September 6, through Monday, September 27, 2021. In addition, Rail Safety Week will take place from September 21-27, 2021. **It is encouraged to post throughout these time periods to reinforce the paid media placements that will occur at the same time.** However, these assets can be utilized year-round within your existing social media strategy to maintain a constant safety message regarding rail grade crossings.

Below are relevant hashtags to use when posting about the campaign to tap into conversations about rail safety:

- **#StopTrainsCant**
- **#StopForRail**
- **#RailSafety**
- **#SeeTracksThinkTrain**
- **#AlwaysExpectATrain**





Facebook/Instagram



Social Media Content

This section contains shareable social media content for the Rail Grade Crossing campaign. Provided on pages [11-14](#) are downloadable graphics with accompanying suggested posts that you can use or use as inspiration when sharing on your social media channels.



Twitter



On the left are two sample social media posts, one for Instagram and Facebook, using a square-shaped graphic and one for Twitter, using a rectangular graphic.

On the following pages, you will see additional graphic and post examples in a variety of sizes for the campaign. Be sure to consider which social media platform your target audience typically uses when you choose the graphics and post content. Also, take into consideration that most people use mobile phones when checking their social media accounts. The graphics in this playbook are optimized for mobile platforms.

Content Organization

The social media content is organized into sections based on creative concept. Both English and Spanish versions are provided for this campaign.

English

- Rail Risk – Pg. [11](#)
- Crunched – Pg. [12](#)

Spanish

- Rail Risk – Pg. [13](#)
- Crunched – Pg. [14](#)

Post Examples

Here is an example of how posts should look when published.



1

Suggested copy from this playbook.

2

Downloaded graphic from trafficsafetymarketing.gov.



Sizes Available

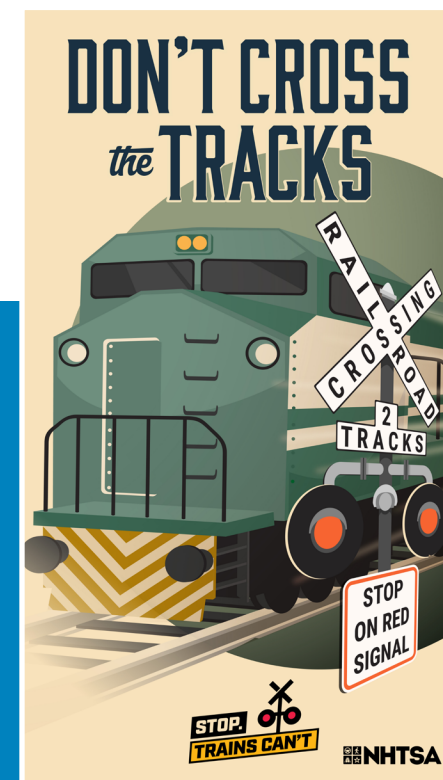
Social media graphic sizes vary across the ever-changing social media platforms. In this playbook we included five different sizes based on suggested industry standards and best practices. Most graphics are available as animated versions on the trafficsafetymarketing.gov website.



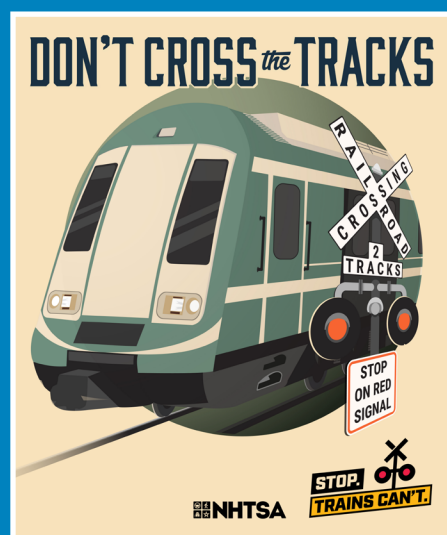
Facebook/Instagram Posts
1200x1200 (square)



Facebook/Instagram Stories
1080x1920 (vertical)



Facebook/Instagram Posts
1000x1200 (vertical)



Twitter Posts
1200x675

Animation VS. Static

Alongside the static graphics you see in this playbook, NHTSA also offers animated versions of most campaigns in the same sizes. According to social media experts, posts with an animated graphic will see 55% more engagement than those without and often generate 1200% more shares than text and static images combined. (Source: [Social Media Today](#))



Animated graphics are uploaded to social platforms in the same way as static ones. Follow the step-by-step instructions provided by the platform during the upload process to easily incorporate animated graphics after downloading them from trafficsafetymarketing.gov.

Rail Risk (English)

STEP

1 Download graphics.

Download the "Rail Risk" graphic below at:
[Traffic Safety Marketing](#)



Sizes Available:



Facebook/Instagram Posts

1000x1200
1200x1200

Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

- If the arm is down, don't cross the tracks. You can stop, trains can't. **#StopTrainsCant**
- Avoid tragedy. Don't cross the tracks or try to beat the train. Always proceed with caution and always stop at a red signal. **#StopTrainsCant**
- Crossing the tracks could lead to you crossing into the next life. Don't become a statistic and always use caution at rail grade crossings. **#StopTrainsCant**
- Don't try to beat a train, they can't stop in time to save you. **#StopTrainsCant**
- It can take up to a mile for a freight train to come to a complete stop. Don't risk it – take caution at rail crossings. **#StopTrainsCant**
- In 2019, 129 people died in public rail grade crossing collisions. Don't be the next statistic. Exercise caution at rail crossings. **#StopTrainsCant**
- Between 2015 and 2019, there were 659 motor vehicle fatalities at public rail grade crossings. Don't be the next one. Take caution at all rail crossings. **#StopTrainsCant**
- The average passenger car traveling at 55 miles an hour can make an emergency stop in about 200 feet, whereas a light rail train requires about 600 feet - the length of two football fields - to stop. **#StopTrainsCant**
- Since light or passenger rail grade crossings can be located at intersections or midblock locations, including public and private driveways, the right-of-way rules vary. **#StopTrainsCant**
- In 2019, there were 660 motor vehicle collisions at rail transit train crossings, resulting in 9 fatalities and 197 injuries. **#StopTrainsCant**
- Between 2015 and 2019, there have been 3,460 collisions between rail transit trains and motor vehicles, resulting in 60 motor vehicle fatalities and 1,078 injuries. **#StopTrainsCant**

Crunched (English)

STEP

1 Download graphics.

Download the "Crunched" graphic below at:
[Traffic Safety Marketing](https://www.traffic-safety-marketing.com/)



Sizes Available:



Facebook/Instagram Posts

1000x1200
1200x1200

Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

- It's better to be late than to lose your life. Don't rush through rail grade crossings or you'll end up crunched. **#StopTrainsCant**
- The clock may be ticking like the rail crossing gate, but it can wait. Always take caution at rail grade crossings and don't get crunched by a train. **#StopTrainsCant**
- It's always better to be crunched for time than crunched by a train. **#StopTrainsCant**
- Don't try to beat a train, they can't stop in time to save you. **#StopTrainsCant**
- Ignoring rail grade lights and caution signs could cost you your life. **#StopTrainsCant**
- You may think it's a small risk to cross train tracks quickly, but you could get a ticket or even lose your life. **#StopTrainsCant**
- In 2019, there were 1,671 motor vehicle collisions at public rail grade crossings. Stop for trains and take caution at rail crossings. **#StopTrainsCant**
- In 2019, there were 660 motor vehicle collisions at rail transit train crossings, resulting in 9 fatalities and 197 injuries. **#StopTrainsCant**
- Between 2015 and 2019, there have been 3,460 collisions between rail transit trains and motor vehicles, resulting in 60 motor vehicle fatalities and 1,078 injuries. **#StopTrainsCant**

Rail Risk (Spanish)

STEP

1 Download graphics.

Download the "Rail Risk" graphic below at:
[Traffic Safety Marketing](https://www.transportation.gov/traffic-safety-marketing)



Sizes Available:



Facebook/Instagram Posts

1000x1200
1200x1200

Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

- Si la barrera de paso está abajo, no cruces las vías del ferrocarril. Recuerda que tú puedes parar, el tren no. **#AltoElTrenNoPara**

Translation: If the crossing barrier is down, do not cross the rail grade tracks. Remember that you can stop; the train cannot. #StopTrainsCant

- Evita una tragedia. No cruces las vías ni intentes ganarle al tren. Procede siempre con precaución y siempre detente cuando la señal esté en rojo. **#AltoElTrenNoPara**

Translation: Avoid a tragedy. Don't cross the tracks or try to beat the train. Always proceed with caution and always stop when the signal is in red. #StopTrainsCant

- Cruzar las vías puede llevarte a la muerte. No te conviertas en una estadística y ten cuidado siempre en los cruces de ferrocarril. **#AltoElTrenNoPara**

Translation: Crossing the tracks can lead to your death. Don't become a statistic and always be careful at rail grade crossings. #StopTrainsCant

- No intentes ganarle al tren. El tren no puede detenerse a tiempo para salvarte. **#AltoElTrenNoPara**

Translation: Don't try to beat the train. The train can't stop in time to save you. #StopTrainsCant

- Algunos trenes pueden tardar más de una milla para detenerse por completo. No te arriesgues, ten cuidado en los cruces de ferrocarril. **#AltoElTrenNoPara**

Translation: Some trains can take more than a mile to come to a complete stop. Don't risk it, be careful at rail grade crossings. #StopTrainsCant

- En 2019, 129 personas murieron en cruces de ferrocarril. No seas el siguiente. **#AltoElTrenNoPara**

Translation: In 2019, 129 people died in rail grade crossings. Don't be the next one. #StopTrainsCant

Rail Risk (Spanish) *Continued*

STEP

1 Download graphics.

Download the "Rail Risk" graphic below at:
[Traffic Safety Marketing](#)



Sizes Available:



Facebook/Instagram Posts

1000x1200
1200x1200

Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

- Entre 2015-2019, 659 personas murieron en cruces públicos de ferrocarril. **#AltoElTrenNoPara**

*Translation: Between 2015-2019, 659 people died in public rail grade crossings.
#StopTrainsCant*

- En el 2019, hubieron 660 choques automovilísticos en los cruces de trenes ligeros, lo que resultó en 9 muertes y 197 lesiones. **#AltoElTrenNoPara**

Translation: In 2019, there were 660 motor vehicle collisions at light rail train crossings, resulting in 9 fatalities and 197 injuries. #AltoElTrenNoPara

- Entre el 2015 y 2019, hubo 3,460 choques entre trenes ligeros y vehículos motorizados, resultando en 60 fatalidades en vehículos y 1,078 lesiones. **#AltoElTrenNoPara**

Translation: Between 2015 and 2019, there have been 3,460 collisions between light rail trains and motor vehicles, resulting in 60 motor vehicle fatalities and 1,078 injuries. #AltoElTrenNoPara

Crunched (Spanish)

STEP

1 Download graphics.

Download the "Crunched" graphic below at:
[Traffic Safety Marketing](https://www.traffic-safety-marketing.com/)



Sizes Available:



Facebook/Instagram Posts

1000x1200
1200x1200

Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

- Es mejor llegar tarde que perder la vida. No te apures a atravesar el cruce de ferrocarril o terminarás atropellado. **#AltoElTrenNoPara**

Translation: It's better to be late than to lose your life. Don't rush to get through the rail grade crossing, or you will end up being crushed. #StopTrainsCant

- El reloj puede hacer tictac como la barrera de paso del cruce de ferrocarril, pero puede esperar. Siempre ten cuidado en los cruces de ferrocarril y evita ser atropellado por el tren. **#AltoElTrenNoPara**

Translation: The clock may be ticking like the rail grade crossing gate, but it can wait. Always be careful at rail grade crossings and avoid being crushed by the train. #StopTrainsCant

- Siempre es mejor llegar tarde que ser atropellado por un tren. **#AltoElTrenNoPara**

Translation: It's always better to be late than to be crushed by a train. #StopTrainsCant

- Ignorar las luces de las vías del ferrocarril y los señalamientos de precaución pueden costarte la vida. **#AltoElTrenNoPara**

Translation: Ignoring the railroad track lights and caution signs can cost you your life. #StopTrainsCant

- Algunos trenes pueden tardar más de una milla para detenerse por completo. No te arriesgues, ten cuidado en los cruces de ferrocarril. **#AltoElTrenNoPara**

Translation: Some trains can take more than a mile to come to a complete stop. Don't risk it, be careful at rail grade crossings. #StopTrainsCant

- En 2019, 657 personas fueron heridas en cruces públicos de ferrocarril. Espera a que pase el tren. **#AltoElTrenNoPara**

Translation: In 2019, 657 people were injured in public rail grade crossings. Wait for the train to pass. #StopTrainsCant

Crunched (Spanish) *Continued*

STEP

1 Download graphics.

Download the "Crunched" graphic below at:
[Traffic Safety Marketing](#)



Sizes Available:



Facebook/Instagram Posts

1000x1200
1200x1200

Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

STEP

2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

- Evita una tragedia. En 2019, hubo 1,671 choques de vehículos en los cruces públicos de ferrocarril. **#AltoElTrenNoPara**
Translation: Avoid a tragedy. In 2019, there were 1,671 vehicle crashes at public rail grade crossings. #StopTrainsCant
- En el 2019, hubieron 660 choques automovilísticos en los cruces de trenes ligeros, lo que resultó en 9 muertes y 197 lesiones. **#AltoElTrenNoPara**
Translation: In 2019, there were 660 motor vehicle collisions at light rail train crossings, resulting in 9 fatalities and 197 injuries. #AltoElTrenNoPara
- Entre el 2015 y 2019, hubo 3,460 choques entre trenes ligeros y vehículos motorizados, resultando en 60 fatalidades en vehículos y 1,078 lesiones. **#AltoElTrenNoPara**
Translation: Between 2015 and 2019, there have been 3,460 collisions between light rail trains and motor vehicles, resulting in 60 motor vehicle fatalities and 1,078 injuries. #AltoElTrenNoPara

NHTSA Contact

If you have questions about Rail Grade Crossing campaign, please contact
Lori Millen at Lori.Millen@dot.gov.

